

DAFTAR PUSTAKA

- Abdillah, W., Hartono, J., & Usaman, B. (2020). *Konsep dan Aplikasi Structural Equation Modeling Berbasis Varian dalam Penelitian Bisnis Edisi Kedua*. UPP STIM YKPN.
- Adhi Prasetyo, & Aliffia Muchnita. (2022). The Role Website Quality, Credit Card, Sales Promotion On Online Impulse Buying Behavior. *Jurnal Manajemen*, 26(3), 424–448. <https://doi.org/10.24912/jm.v26i3.922>
- Ali Khan Scholar, M., & SohaibZubair, S. (2019). Impact of Sales Promotion on Consumer Buying Behavior: a Case of Modern Trade, Pakistan. *Governance and Management Review (GMR)*, 4(1), 39.
- Amiruddin, Wahyudi, I., Damanik, D., Purba, E., UmarA., M., Ruswandi, W., Desty Febrian, W., Gede Cahyadi Putra, I., & Ayu Nyoman Yuliasuti, I. (2022). *Metodologi Penelitian Manajemen* (Issue November 2022).
- Andriani, L. A., & Harti, H. (2021). Pengaruh emosi positif, potongan harga, dan kualitas website terhadap pembelian impulsif. *Jurnal Ekonomi Unmul*, 23(3), 454–462.
- Aryanti, A., & Andarini, S. (2023). Pengaruh promosi penjualan dan konformitas melalui kepercayaan pelanggan terhadap perilaku impulse buying (studi pada generasi Z pengguna platform online food delivery Gofood di Surabaya). *SEIKO: Journal of Management & Business*, 6(1), 693–703. <https://doi.org/10.37531/sejaman.v6i1.3993>
- Belch., G. E., & Belch., M. A. (2018). Advertising and Advertising and promotion: an integrated marketing communications perspective. In *Director* (Issue October).
- Belch, G. E., Belch, M. A., Kerr, G., Powell, I., & Waller, D. (2020). Advertising and Promotion: An Integrated Marketing Communication Perspective. In *The Blueprint for Strategic Advertising*. <https://doi.org/10.4324/9781315618661-3>
- Cahaya, A. D., Aqdella, F. A., Jannah, A. Z., & Setyawati, H. (2021). Memanfaatkan Marketplace Sebagai Media Promosi Untuk Meningkatkan Penjualan Di Tengah Pandemi Covid-19. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 4(3), 503–510. <https://doi.org/10.37481/sjr.v4i3.329>
- Carolina, T. (2021). *Motivasi, Pola Penggunaan, Interaktivitas, dan Kepuasan Menggunakan Shopee Live*.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.

- Chan, K. H. C., Tommy, Cheung, Christy, M. K. C., Lee, & Zach, W. Y. L. (2017). The state of online impulse buying research: A literature analysis Tommy K. H. Chan * Department of Finance and Decision Sciences Hong Kong Baptist University Hong Kong SAR, China Email: khchan@life.hkbu.edu.hk Christy M. K. Cheung Department of Fi. *Information & Management*, 54(June 2016), 204–217. <http://nrl.northumbria.ac.uk/32239/>
- Chen, C. C., & Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293–303. <https://doi.org/10.1016/j.tele.2017.12.003>
- Darmayasa, N. M. I. A. A., & Sukaatmadja, I. P. G. (2017). Analisis Pengaruh Store Atmosphere Dan Sales Promotion Terhadap Emotional Shopping Dan Impulse Buying Behavior. *E-Jurnal Manajemen Unud*, 6(11), 6061–6089.
- Denia, R., Yohana, C., & Rahmi, R. (2023). Pengaruh Sales Promotion dan Hedonic Shopping terhadap Impulse Buying Behavior melalui Positive Emotion pada Pengguna E-Commerce di Jabodetabek. *Digital Business Journal*, 1(2), 99. <https://doi.org/10.31000/digibis.v2i1.7857>
- Devi, N. W. C., & Jatra, I. M. (2020). Positive Emotion Memediasi Sales Promotion Dan Store Environment Terhadap Impulse Buying. *E-Jurnal Manajemen Universitas Udayana*, 9(5). <https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p15>
- Diany, A. A., Sangen, M., & Faisal, I. (2019). Pengaruh Sales Promotion Dan Store Atmosphere Terhadap Positive Emotion Dan Perilaku Impulse Buying Di Departement Store Matahari Duta Mall, Banjarmasin. *JWM (Jurnal Wawasan Manajemen)*, 7(1), 65. <https://doi.org/10.20527/jwm.v7i1.176>
- Duryadi. (2021). Buku Ajar Metode Penelitian Ilmiah. (Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS). In *Yayasan Prima Agus Teknik* (Vol. 7, Issue 1).
- Fasyni, A., Budiarti, A. P., & Lasmini, R. S. (2021). Faktor-Faktor Yang Mempengaruhi Online Impuls Buying. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 10(2), 175. <https://doi.org/10.26418/jebik.v10i2.47796>
- Febria, M., & Oktavio, A. (2020). PERAN POSITIVE EMOTION SEBAGAI INTERVENING VARIABLE ANTARA SALES PROMOTION DAN IMPULSIVE BUYING BEHAVIOUR PADA PENGGUNA E-WALLET PENGUNJUNG TUNJUNGAN PLAZA SURABAYA. *Jurnal Manajemen Pemasaran*, Vol. 14, 67–76. <https://doi.org/doi:10.9744/pemasaran.14.2.67-76>
- Felita, P., & Oktivera, E. (2019). Pengaruh Sales Promotion Shopee Indonesia Terhadap Impulsive Buying Konsumen Studi Kasus: Impulsive Buying Pada

- Mahasiswa Stiks Tarakanita. *Jurnal Ilmu Komunikasi Dan Bisnis*, 4(2), 159–185.
- Fredrickson, B. L. (2013). Positive Emotions Broaden and Build. In *Advances in Experimental Social Psychology* (Vol. 47). <https://doi.org/10.1016/B978-0-12-407236-7.00001-2>
- Gendro, W. (2020). *Merancang Penelitian Bisnis dengan SPSS 25 & SmartPLS 3.2.0 (ed. 2)*. UPP STIM YKPN.
- Gong, X., Ye, Z., Liu, K., & Wu, N. (2020). The effects of live platform exterior design on sustainable impulse buying: Exploring the mechanisms of self-efficacy and psychological ownership. *Sustainability (Switzerland)*, 12(6), 1–16. <https://doi.org/10.3390/su12062406>
- Hair, J. F., Black, Jr, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition*. In *Pearson New International Edition*. Cengage Learning.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics*, 28(2), 565–580. <https://doi.org/10.1007/s00180-012-0317-1>
- Huo, C., Wang, X., Sadiq, M. W., & Pang, M. (2023). Exploring Factors Affecting Consumer's Impulse Buying Behavior in Live-Streaming Shopping: An Interactive Research Based Upon SOR Model. *SAGE Open*, 13(2), 1–15. <https://doi.org/10.1177/21582440231172678>
- Hursepuny, C. V., & Oktafani, F. (2018). The Influence of Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying at Consumers Shopee_Id. *E-Proceeding of Management*, 5(1), 1041–1048.
- J. Zhang, Jiang, N., Turner, J. J., & Pahlevan-Sharif, S. (2022). The Impact of Scarcity on Consumers' Impulse Buying Based on the S-O-R Theory. *Frontiers in Psychology*, 13(June), 1–9. <https://doi.org/10.3389/fpsyg.2022.792419>
- Khasanah, U., & Kuswanto, A. (2023). The Effect of Demand, Convenience, Interactivity, Playfulness Through Impulsive Buying as an Intervening Variable on Shopee Live. *Kontigensi: Jurnal Ilmiah Manajemen*, 11(1), 163–176. <https://doi.org/10.56457/jimk.v11i1.338>
- Kotler & Armstrong. (2018). *Principles of Marketing*. In *New York: Pearson International*.

- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Pearson Education*.
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6), 1–17. <https://doi.org/10.3390/info12060241>
- Li, M., Wang, Q., & Cao, Y. (2022). Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce: A Stimulus-Organism-Response Framework. *International Journal of Environmental Research and Public Health*, 19(7). <https://doi.org/10.3390/ijerph19074378>
- Li, Y., Li, X., & Cai, J. (2021). How attachment affects user stickiness on live streaming platforms: A socio-technical approach perspective. *Journal of Retailing and Consumer Services*, 60(January), 102478. <https://doi.org/10.1016/j.jretconser.2021.102478>
- Listriyani, & Wahyono. (2019). The Role of Positive Emotion in Increasing Impulse Buying Listriyani? *Management Analysis Journal*, 8(3).
- Lo, L. Y. S., Lin, S. W., & Hsu, L. Y. (2016). Motivation for online impulse buying: A two-factor theory perspective. *International Journal of Information Management*, 36(5), 759–772. <https://doi.org/10.1016/j.ijinfomgt.2016.04.012>
- Masitoh, M. R., Prihatma, G. T., & Alfianto, A. (2022). Pengaruh Sales Promotion, Hedonic Browsing, dan Impulse Buying Tendency terhadap Impulse Buying Pelanggan E-Commerce Shopee. *Sains Manajemen*, 8(2), 88–104. <https://doi.org/10.30656/sm.v8i2.5307>
- McQuail, D. (2010). *Mass Communication Theory*. <http://docshare04.docshare.tips/files/28943/289430369.pdf>
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of SOR theory. *International Journal of Web Information Systems*, 17(4), 300–320.
- Nuraini, I., Amalia, S., Sari, W., Citaningtyas, D., & Kadi, A. (2023). *Pengaruh tiktok live streaming, sales promotion, shopping lifestyle dan fashion involvement terhadap impulse buying produk pada e-commerce tiktok shop (studi kasus pada generasi z dikota madiun)*. September.
- Nurlinda, R. A., & Christina, D. (2020). Peran Positive Emotion Sebagai Mediator Hedonic Shopping Dan Shopping Lifestyle Terhadap Impulse Buying Di Lazada. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(1), 232–244. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/380>
- Nuryani, S., Pattiwael, W. P., & Iqbal, M. (2022). Analisis Faktor-faktor yang

- Mempengaruhi Pembelian Impulsif pada Pengguna Aplikasi Tiktokshop. *Ekonomis: Journal of Economics and Business*, 6(2), 444. <https://doi.org/10.33087/ekonomis.v6i2.567>
- Pipih Sopiyan, & Neny Kusumadewi. (2020). Pengaruh Shopping Lifestyle dan Positive Emotion Terhadap Impulse Buying. *Coopetition: Jurnal Ilmiah Manajemen*, 11(3), 207–216. <https://doi.org/10.32670/coopetition.v11i3.115>
- Pradiatiningtyas, D. (2019). Analisa Pengaruh Hedonic Shopping Value, Shopping Lifestyle, Dan Positive Emotion Terhadap Impulse Buying Konsumen Dalam Melakukan Pembelian Online Di Marketplace. *Ournal Speed –Sentra Penelitian Engineering Dan Edukasi*, 11(2), 1–8.
- Prastia, F. E. (2013). Pengaruh Shopping Lifestyle, Fashion Involvement dan Hedonic Shopping Value Terhadap Impulse Buying Behaviour Pelanggan Toko Elizabeth Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen*, 2(4), 1–6. <http://journal.wima.ac.id/index.php/JUMMA/article/view/424>
- Primadewi, S., Fitriyani, W., & W, K. A. (2022). ANALISIS FAKTOR YANG MEMPENGARUHI PEMBELIAN IMPULSE PADA LIVE STREAMING E-COMMERCE BERDASARKAN S-O-R (STIMULUS ORGANISM RESPONSE)FRAMEWORK. *Jurnal Sosial Dan Teknologi*, 2(10), 846–856.
- Purwanto, A. (2022). The Role of Digital Leadership, e-Loyalty, e-Service Quality and e-Satisfaction of Indonesian E-Commerce Online Shop. *International Journal of Social and Management Studies (IJOSMAS)*, 03(05), 51–57.
- Putri, P. A. (2023). Pengaruh Sales Promotion, Hedonic Shopping, Motivation dan Shopping Lifestyle Terhadap Impulse Buying Pada Pelanggan E-Commerce Shopee Di Kecamatan Medan Sunggal. *Skripsi*, 3(1), 14–20.
- Putri, P. I. W., & Andani, I. G. A. K. S. (2023). Peran Positive Emotion Memediasi Pengaruh Sales Promotion Dan Hedonic Consumption Terhadap Impulse Buying. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 12(01), 1558. <https://doi.org/10.24843/eeb.2023.v12.i01.p03>
- Qiu, Q., Zuo, Y., & Zhang, M. (2021). Can live streaming save the tourism industry from a pandemic? A study of social media. *ISPRS International Journal of Geo-Information*, 10(9). <https://doi.org/10.3390/ijgi10090595>
- Rahma, N. A., Dirgantara, B., & Almadana, A. V. (2022). Analisis Pengaruh Pesan Kelangkaan Dan Live Commerce Terhadap Perilaku Pembelian Impulsif. *Diponegoro Journal of Management*, 11, 1–12. <https://ejournal3.undip.ac.id/index.php/djom/index>
- Renaldi, A., & Nurlinda, R. (2023). Pengaruh Hedonic Shopping Motivation dan Sales Promotion terhadap Impulse Buying melalui Positive Emotion. *Journal of Advances in Digital Business and Entrepreneurship*, 2(1), 46–61.

- Sapa, F. Y., Tumbel, A. L., & Lumanauw, B. (2023). Pengaruh Live Streaming, Price Discount Dan Free Shipping Terhadap Impulse Buying: Study Empiric Pada Mahasiswa Manajemen Fakultas Ekonomi Dan Bisnis Universitas Sam Ratulangi Yang Menggunakan Tiktok Shop. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(4), 787–798. <https://doi.org/10.35794/emba.v11i4.51910>
- Sinambela, L. P., & Sinambela, S. (2022). Metodologi Penelitian Kuantitatif Teori dan Praktek. In *Metodologi Penelitian Kuantitatif* (Issue May). Raja Grafindo Persada.
- Siwa, A. S. (2023). The Effect of Live Stream Shopping , Celebrity Endorsement , and Flash Sale on The Impulse Buying of TikTok Shop Consumers (Perceived Enjoyment as a Moderating Variable). *Tesis Dapat Dibaca Di Perpustakaan Dengan Call Number SIW T 589/2023*. <http://repositorybaru.stieykpn.ac.id/id/eprint/1964>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono, & Lestari, P. (2021). Metode Penelitian Komunikasi. In *Penerbit Alfabeta* (Vol. 01). Alfabeta.
- Sugiyono, S. (2018). Metode Penelitian Pendidikan Pendekatan Kualitatif, Kuantitatif dan R & D. *Alfabeta, Bandung*.
- Utami, W. (2010). *Christina. Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia*.
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15(1 SUPPL.). <https://doi.org/10.1002/per.423>
- Wangdra, Y., & Sumanti, K. (2022). Analisis Faktor-Faktor Yang Dapat Mempengaruhi Kepuasan Serta Loyalitas Pelanggan Di Portal Belanja E-Commerce. *Jurnal Manajemen Dan Bisnis*, 4(1), 475–486.
- Wibawanto, A. (2018). Penggunaan Internet dalam Perpustakaan. *Pustakaloka*, 10(2), 191. <https://doi.org/10.21154/pustakaloka.v10i2.1472>
- Widayati, C. C., Ali, H., Permana, D., Riyadi, M., Mercu, U., & Jakarta, B. (2019). The Effect of Visual Merchandising, Sales Promotion and Positive Emotion of Consumers on Impulse Buying Behavior. *Journal of Marketing and Consumer Research*, 60, 56–65. <https://doi.org/10.7176/jmcr/60-06>
- Wijiyanto, A. A., & Basiya, R. (2023). The Effect Of Hedonic Consumption, Availability Of Money And Positive Emotion On Impulsive Purchase In E-Commerce Shopee (Case Study In Semarang Communities). *Management Studies and Entrepreneurship Journal*, 4(3), 3339–3352. <http://journal.yrpiuku.com/index.php/msej>

- Wijiyanto, A. A., Basiya, R., & Semarang, U. S. (2023). The Effect Of Hedonic Consumption, Availability Of Money And Positive Emotion On Impulsive Purchase In E-Commerce Shopee (Case Study In Semarang Communities). *Management Studies and Entrepreneurship Journal*, 4(3), 3339–3352. <http://journal.yrpiuku.com/index.php/msej>
- Wiranata, A. T., & Hananto, A. (2020). Do Website Quality, Fashion Consciousness, and Sales Promotion Increase Impulse Buying Behavior of E-Commerce Buyers? *Indonesian Journal of Business and Entrepreneurship*, 6(1), 74–85. <https://doi.org/10.17358/ijbe.6.1.74>
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117(November 2017), 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Yusuf, R., Hendawati, H., & Wibowo, L. A. (2020). Pengaruh Konten Pemasaran Shoppe Terhadap Pembelian Pelanggan. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 1(2), 506–515. <https://doi.org/10.38035/JMPIS>
- Zhang, M., Sun, L., Qin, F., & Wang, G. A. (2020). E-service quality on live streaming platforms: swift guanxi perspective. *Journal of Services Marketing*, 35(3), 312–324. <https://doi.org/10.1108/JSM-01-2020-0009>

